

OFFICE OF PUBLIC AFFAIRS

1625 North Market Boulevard, Suite N-323, Sacramento, CA 95834
P (916) 574-8170 F (916) 574-8612 | www.dca.ca.gov



NEWS RELEASE

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Contact: Russ Heimerich – (916) 574-8171 (office)
Russ_Heimerich@dca.ca.gov
Luis R. Farias – (916) 826-6069 (cell)
Luis_Farias@dca.ca.gov

New *DriveHealthy.com* Campaign Empowers California Motorists to Take Action and Keep Air Clean

New campaign encourages drivers to properly maintain their vehicles, take other steps to reduce air pollution

SACRAMENTO, CA – The Department of Consumer Affairs (DCA), the Bureau of Automotive Repair (BAR), elected leaders, government officials and local consumers gathered today at the state Capitol to launch the DriveHealthy.com campaign.

Founded on the principle that every motorist can help keep the air we breathe clean and healthy through timely vehicle maintenance, DriveHealthy.com educates motorists on how to proactively maintain efficient vehicles.

“Vehicle efficiency and air quality are not mutually exclusive,” said Rosario Marin, Secretary of the State and Consumer Services Agency. “This campaign is a great way to get the word out that motorists need to take responsibility for our environment -- maintaining our cars helps clean up our air. By making Californians more aware and knowledgeable about proper vehicle maintenance through DriveHealthy.com, we can make a big difference in our state.”

The multi-pronged DriveHealthy.com initiative encompasses community outreach, strategic partnerships and promotions, marketing collateral and a new multi-lingual advertising campaign that was unveiled at the kick-off event.

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“The Department of Consumer Affairs’ mission is to protect and serve Californians and this educational outreach campaign aims to build consumer confidence in their ability to help protect our environment,” said Director Carrie Lopez. “California has more registered vehicles than any other state, which means we are at greater risk of living with dangerous levels of smog. The launch of this important campaign by the Bureau of Automotive Repair is a step in the right direction.”

Every day, thousands of poorly maintained vehicles travel California’s streets and highways. These vehicles are often the greatest contributors to air pollution. In fact, a poorly maintained vehicle can release as much as ten times the emissions of a well-maintained vehicle of the same make and model. Engaging in proper vehicle care and maintenance so vehicles run cleaner means we can all breathe cleaner, healthier air.

“California’s current car-dependant lifestyle has led to a dramatic increase in health risks,” said Bureau of Automotive Repair Chief Sherry Mehl. “DriveHealthy.com empowers California drivers to help clean up the state’s air by properly maintaining their vehicles.”

Quick Maintenance Tips

- Change engine oil and air, oil and fuel filters and manufacturer’s suggested intervals.
- Perform all other service and maintenance at manufacturer’s suggested intervals.
- Check tire pressure frequently.
- Check tire condition for abnormal wear patterns.
- Inspect hoses, wiring and belts regularly.
- Service engine promptly when warning lights appear.
- Never modify your vehicle’s emission control system.

For additional maintenance tips, or for more details about the new DriveHealthy.com campaign, please visit www.DriveHealthy.com. For further information about the Smog Check program, or to obtain information about retiring polluting vehicles or receiving state financial aid to repair vehicles that have failed Smog Check, call 1-800-952-5210 or visit www.bar.ca.gov. Help is available in more than 170 languages, including Spanish, Vietnamese, Cantonese, Hmong, Tagalog and Russian.

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About *DriveHealthy.com*

DriveHealthy.com, a California Bureau of Automotive Repair clean air initiative, reduces the reduction of air pollutants in California through vehicle maintenance education. For more information, visit www.DriveHealthy.com or call 1-800-952-5210.

About the *Bureau of Automotive Repair (BAR)*

BAR is part of the California Department of Consumer Affairs and has statutory oversight responsibilities for several statewide licensing programs. BAR licenses more than 35,000 Automotive Repair Dealerships, more than 7,500 Smog Check stations and more than 16,000 Smog Check technicians. To find out more about BAR, visit www.bar.ca.gov.

About the *California Department of Consumer Affairs (DCA)*

DCA is California's consumer champion. With nearly 40 consumer protection entities, DCA protects consumers while ensuring a competent and fair marketplace. DCA issues nearly 2.5 million licenses in more than 100 business and 200 professional categories, including doctors, dentists, contractors, cosmetologists and automotive repair facilities. DCA establishes minimum qualifications and levels of competency for its licensees. DCA is funded exclusively by license fees.

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